



State Of Utah Tourism Profile 2007

Statewide Indicator	2004	2005	2006	2007	% Change 2006-2007	AAPC 2004-2007
DEMOGRAPHIC						
Population	2,469,230	2,547,389	2,615,129	2,699,554	3.2%	3.0%
Total Non-Ag Employment	1,104,328	1,148,315	1,208,100	1,254,540	3.8%	4.3%
Non-Ag Avg Monthly Wage	\$2,642	\$2,736	\$2,883	\$2,542	-11.8%	-1.3%
Per Capita Income	\$26,191	\$27,497	\$29,329	\$27,009	-7.9%	1.0%
Unemployment Rate	5.2%	4.3%	3.3%	2.6%	-21.2%	-20.6%
SPENDING & EMPLOYMENT						
Spending by Travelers (Millions)	\$5,648	\$5,779	\$5,908	\$6,769	14.6%	6.2%
Travel & Tourism Related Employment	111,380	112,051	112,572	112,486	-0.1%	0.3%
Direct Tourism-Related Employment	60,637	61,036	61,347	65,882	7.4%	2.8%
Indirect Tourism-Related Employment	50,742	51,051	51,225	46,604	-9.0%	-2.8%
TOURISM TAX REVENUES (millions)						
State & Local Tax Revenues from Traveler Spending	\$547	\$570	\$593	\$609	2.7%	3.6%
Transient Room Tax	\$18.4	\$20.9	\$24.4	\$32.6	33.6%	21.0%
Restaurant Tax	\$25.1	\$26.7	\$28.9	\$31.9	10.4%	8.3%
Car Rental Tax	\$12.0	\$13.5	\$15.2	\$16.4	7.9%	11.0%
Gross Taxable Retail Sales	\$35,293.0	\$39,186.0	\$44,747.0	\$46,769.2	4.5%	9.8%
STATEWIDE VISITATION COUNTS						
Visits by Non-Resident Travelers	17,500,000	19,100,000	19,300,000	20,200,000	4.7%	4.9%
Visits by International Travelers	620,000	660,000	690,000	730,000	5.8%	5.6%
Traffic Count at Interstate Borders	22,194,190	22,744,975	23,131,875	23,920,276	3.4%	2.5%
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	8,214,325	2.6%	2.7%
I-15 UT/ID Traffic Count	3,223,315	3,212,000	3,285,000	3,358,000	2.2%	1.4%
I-70 UT/CO Traffic Count	2,280,155	2,248,400	2,390,750	2,664,501	11.5%	5.3%
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	4,803,400	4.2%	2.3%
I-80 UT/NV Traffic Count	2,230,150	2,273,950	2,286,725	2,288,550	0.1%	0.9%
I-84 UT/ID Traffic Count	2,393,670	2,482,000	2,555,000	2,591,500	1.4%	2.7%
Total Nat'l. Park Recreation Visits	5,318,157	5,329,931	5,165,498	5,502,486	6.5%	1.1%
Arches National Park	733,129	781,667	833,046	860,181	3.3%	5.5%
Bryce Canyon National Park	987,250	1,017,680	890,673	1,012,563	13.7%	0.8%
Canyonlands National Park	371,706	393,672	413,587	417,560	1.0%	4.0%
Capitol Reef National Park	551,910	550,253	513,702	554,907	8.0%	0.2%
Zion National Park	2,674,162	2,586,659	2,514,490	2,657,281	5.7%	-0.2%
Total Nat'l. Mon. & Rec. Area Visits	5,318,157	5,329,931	4,721,741	4,691,477	-0.6%	-4.1%
Total State Park Visits	4,413,702	4,438,398	4,494,990	4,925,277	9.6%	3.7%
Salt Lake Int'l. Airport Passengers	18,352,495	22,237,936	21,557,646	22,045,233	2.3%	6.3%
Utah Skier Visits	3,429,141	3,895,578	4,062,188	4,082,094	0.5%	6.0%
Utah Welcome Center Visits	612,004	598,863	581,154	550,726	-5.2%	-3.5%
Hotel/Motel Occupancy Rates	60.8%	65.0%	68.3%	68.4%	0.1%	4.0%

State of Utah Tourism Profile

Land Ownership - 2006	No. of Acres	% Total
Total Acres in State	52,809,309	100.0%
Federal Government	34,740,016	65.8%
BLM	22,810,007	43.2%
US Forest Service	8,115,897	15.4%
National Park Service	1,950,971	3.7%
National Wildlife Service	62,123	0.1%
Other*	1,811,315	3.4%
State Government	4,149,951	7.9%
Utah State Parks & Recreation	102,115	0.2%
Utah State Wildlife Reserves	466,654	0.9%
State Sovereign Lands	681,661	1.3%
State Trust Lands	3,419,796	6.5%
Other*	361	0.0%
American Indian	2,442,854	4.6%
Private**	11,462,190	21.7%

*Includes Military and Bankhead Jones land (Fed) or UDOT land (State)

**May include some local government land

Land Ownership - 2006



